

<b>題目</b>	專案特殊性、社會性鑲嵌與外部廠商控制機制
<b>作者</b>	邱世寬（逢甲大學國際貿易學系助理教授）
<b>摘要</b>	<p>本研究的目的是整合交易成本理論和社會網絡理論對於組織間交易關係的相關論點，以確認台灣電子資訊廠商新產品開發(NPD)的專案特殊性和廠商間的社會性鑲嵌二項因素，對組織間關係控制機制使用的影響程度。</p> <p>實證結果顯示，正式化、法律契約、集體懲罰和限制接觸等四項控制機制，主要受到客戶關係與供應商關係二項社會性鑲嵌因素的正向影響；而專案特殊性因素，則分別部份影響控制機制。</p> <p>NPD 活動中，正式化和法律契約二項經濟性機制，雖然符合交易成本理論的預期，受到專案特殊性中環境變化和模組生產可能性，二項經濟性因素的影響，但是也同樣受到供應商關係和客戶關係二項社會鑲嵌因素的影響；而集體懲罰和限制性接觸二項社會性機制，除了供應商的集體懲罰機制，同時受到環境變化和模組生產可能性二項因素影響之外，幾乎全部取決於社會鑲嵌因素，而不受經濟性因素的影響；模組化可能性和互動需求結合供應商關係，及模組化可能性和環境變化與客戶關係的結合，都對某些控制機制（法律契約、集體懲罰、和限制接觸）產生交互影響的效果。本文最後亦就相關研究結果在理論和實務的關係做一討論，以供參考。</p>
<b>關鍵字</b>	新產品開發、社會性鑲嵌、專案特殊性、控制機制
<b>Title</b>	Project Specificity, Social Embeddedness and External Control Mechanisms
<b>Author(s)</b>	Shih Kuan Chiu
<b>Abstract</b>	<p>This investigation attempts to link the concepts of transaction cost economics and social network theory to identify the relationship among the project specificity, social embeddedness and inter-organizational control mechanisms of a new product development (NPD) project for electronic information firms. The results showed these control mechanisms, including formalization, contract norm, collective sanction, and limited contact, were significantly positively influenced by customer and supplier relationships of social embeddedness factors, and partially influenced by the environment change and possibility of modularization of project specificity factor. Further analysis, adoption of economic mechanisms of formalization and contract norm conforms to the expectation of TCE, meantime they also influenced by customer and supplier relationships. Except the use of social mechanisms of contract norm and collective sanction for supplier, these two mechanisms only influenced by social embeddedness but not economic factors. The empirical research also showed that social embeddedness is the dominant factors rather than project specificity of NPD activity to influence the employment of economic and social mechanisms. Possibility of modularization and interaction requirement combine with supplier relationship, and possibility of modularization and environment change combine with customer relationship all have impact of cross interaction on the adoption for some control mechanisms. Finally this research presents the relevant implications for theory and practices.</p>

**Key Words**

New Product Development; Social Embeddedness; Project Specificity; Control Mechanism